

Station WAVY-TV NORFOLK, VA.    Agency (    ) GMMB    Rep Firm    ) PHILADELPHIA

Advertiser (    ) OBAMA FOR AMERICA    3050 K ST NW    Sales Office (    )

Product BARACK OBAMA    WASHINGTON, DC 20007    Salesperson (    ) ANJIE BRADY

Estimate# 1537    Agency C/P1/P2/E 95/101/1537    Salesperson Phone# 215-567-6005

Buyer DAN NAGELBERG    Flight Dates 10/02/2012 - 10/08/2012    Salesperson FAX# 215-567-5938

Phone#    Hiatus Weeks

Fax#

--- CONTRACT COMMENT ---  
CLIENT: OBAMA FOR AMERICA SC=\*

--- REMARKS ---  
THIS IS A NEW CONTRACT  
TOTAL 68,400  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	
	2	M	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	3	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$250.00	10/02-10/05	4	1	4	\$1,000.00	
	4	M	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$125.00	10/08-10/08	1	1	1	\$125.00	
	5	TU-F	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$50.00	10/02-10/05	4	1	4	\$200.00	
	6	M	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$50.00	10/08-10/08	1	1	1	\$50.00	
	7	TU-F	12P-1P	Buyline Comment: NOON NEWS	:30	\$75.00	10/02-10/05	4	1	4	\$300.00	
	8	M	12P-1P	Buyline Comment: NOON NEWS	:30	\$75.00	10/08-10/08	1	1	1	\$75.00	

Rep Order# 6860145 Ver# 1 Status New  
EC'd Yes

Traffic Order#

2 of 7

Printed: 10/01/2012 3:16 PM  
Last Received: 10/01/2012 2:04 PM  
Showing Buylines: All Lines

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	9	TU-F	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	
	10	M	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	11	TU-F	2P-3P	Buyline Comment: THE DOCTORS	:30	\$50.00	10/02-10/05	4	1	4	\$200.00	
	12	M	2P-3P	Buyline Comment: THE DOCTORS	:30	\$50.00	10/08-10/08	1	1	1	\$50.00	
	13	TU-F	3P-4P	Buyline Comment: MAURY POVICH	:30	\$100.00	10/02-10/05	4	1	4	\$400.00	
	14	M	3P-4P	Buyline Comment: MAURY POVICH	:30	\$100.00	10/08-10/08	1	1	1	\$100.00	
	15	TU-F	4P-5P	Buyline Comment: ANDERSON COOPER	:30	\$175.00	10/02-10/05	4	1	4	\$700.00	
	16	M	4P-5P	Buyline Comment: ANDERSON COOPER	:30	\$175.00	10/08-10/08	1	1	1	\$175.00	
	17	TU-F	5A-6A	Buyline Comment: EARLY AM NEWS	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	
	18	M	5A-6A	Buyline Comment: EARLY AM NEWS	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	19	TU-F	6A-7A	Buyline Comment: AM NEWS	:30	\$700.00	10/02-10/05	4	1	4	\$2,800.00	





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	42	TU-F	11P-1135P	----- LATE NEWS Buyline Comment: LATE NEWS	:30	\$500.00	10/02-10/05	4	1	4	\$2,000.00	-----
	43	M	11P-1135P	----- LATE NEWS Buyline Comment: LATE NEWS	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	44	SA	11P-1130P	----- LATE NEWS Buyline Comment: LATE NEWS	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	45	TU-F	7P-730P	----- ENT TONIGHT Buyline Comment: ENT TONIGHT	:30	\$600.00	10/02-10/05	4	1	4	\$2,400.00	
	46	M	7P-730P	----- ENT TONIGHT Buyline Comment: ENT TONIGHT	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	
	47	TU-F	730P-8P	----- ACCESS HOLLYWOOD Buyline Comment: ACCESS HOLLYWOOD	:30	\$600.00	10/02-10/05	4	1	4	\$2,400.00	
	48	M	730P-8P	----- ACCESS HOLLYWOOD Buyline Comment: ACCESS HOLLYWOOD	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	
	49	M	8P-10P	----- THE VOICE Buyline Comment: THE VOICE	:30	\$1,400.00	10/08-10/08	2	1	2	\$2,800.00	
	50	TU	8P-9P	----- THE VOICE Buyline Comment: THE VOICE	:30	\$1,400.00	10/02-10/02	2	1	2	\$2,800.00	
	51	TU	9P-10P	----- CO ON /THE NEW NORMAL Buyline Comment: CO ON /THE NEW NORMAL	:30	\$800.00	10/02-10/02	2	1	2	\$1,600.00	
	52	TU	10P-11P	----- PARENTHOOD Buyline Comment: PARENTHOOD	:30	\$1,100.00	10/02-10/02	1	1	1	\$1,100.00	

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	---	---	---	-----	---	---	-----	-----	---	---	-----
	53	W	8P-9P	Buyline Comment: ANIMAL PRACTICE/GUYS WITH KIDS	:30	\$500.00	10/03-10/03	2	1	2	\$1,000.00
	54	TH	10P-11P	Buyline Comment: ROCK CENTER NEWS	:30	\$700.00	10/04-10/04	1	1	1	\$700.00
	55	F	8P-9P	Buyline Comment: GRIMM ENCORE	:30	\$400.00	10/05-10/05	2	1	2	\$800.00
	56	F	9P-10P	Buyline Comment: GRIMM	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00
	57	F	10P-11P	Buyline Comment: DATELINE	:30	\$900.00	10/05-10/05	1	1	1	\$900.00
	58	SA	730P-11P	Buyline Comment: NOTRE DAME FOOTBALL	:30	\$300.00	10/06-10/06	2	1	2	\$600.00
	59	SU	815P-1130P	Buyline Comment: SUNDAY NIGHT FOOTBALL	:30	\$2,800.00	10/07-10/07	3	1	3	\$8,400.00
	60	TH	8P-9P	Buyline Comment: 30 ROCK/UP ALL NIGHT	:30	\$500.00	10/04-10/04	1	1	1	\$500.00
	61	TH	9P-10P	Buyline Comment: THE OFFICE/PARK AND REC	:30	\$500.00	10/04-10/04	1	1	1	\$500.00
	62	SU	7P-812P	Buyline Comment: NBC FOOTBALL NIGHT IN AMERICA	:30	\$700.00	10/07-10/07	1	1	1	\$700.00
	63	TU-F	430A-459A	Buyline Comment: WAVY NEWS AT 430	:30	\$60.00	10/02-10/05	4	1	4	\$240.00

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	64	TU-F	4A-430A	EARLY TODAY	:30	\$10.00	10/02-10/05	1	1	1	\$10.00	
Buyline Comment: EARLY TODAY												
	65	TU-F	135A-205A	CARSON DAILY	:30	\$25.00	10/02-10/05	1	1	1	\$25.00	
Buyline Comment: CARSON DAILY												

---REPORT TOTALS---  
Report Totals: 143 / \$68,400.00

---SALES MONTHLY TOTALS---

Oct 12: 143 / \$68,400.00  
Sales Totals: 143 / \$68,400.00  
Station Totals: 143 / \$68,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$213,750

CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%
WTVZ 7%	WVBT 23%	WVEC 21%		

---COMPETITIVE COMMENTS---  
COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE